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BACKGROUND:

Over 10 years experience working in interactive agencies, where I've built and managed multi disciplinary teams to deliver projects for large corporate and media based organisations. Served at board level where I played a central role building my last agency from 8 to 28 people in the past two and half years growing revenues for 2007/8 to £1.7 million, up 300% on the previous year.

SKILLS:

- Experienced running production and studio operations, ensuring tools are in place to maximise efficient project workflow
- Planning and implementing processes in a project based agency environment
- Intimate and thorough understanding of the project development lifecycle
- Detailed knowledge of how web applications and systems are planned, designed, built and tested
- Team leadership and mentoring - setting objectives and evaluating performance
- Commercially focused with a thorough understanding of what's required to run an efficient profitable business
- Good communicator and experienced managing clients, delivering pitches and getting people on side
- Creative, analytical thinker with a focus on problem solving

EMPLOYMENT HISTORY

HEAD OF PRODUCTION – GLASS PARTNERSHIP, LONDON JUNE 2006 – JANUARY 2009

I oversaw our internal and external operational and production processes to ensure projects were run efficiently. I made sure projects were properly defined and set up for success, so they delivered profit and quality enabling the project teams to build lasting client relationships.

I also supported the new business function, prepared proposals, went to pitches, provided and wrote business strategy for clients and mentored the project teams to deliver great work.

ACHIEVEMENTS:

- Identified, designed and documented project delivery processes and workflow
- Established weekly project reporting to ensure better effective management of information
- Provided strategic direction and consultancy for clients and project teams
- Recovered projects in crisis and/or negotiate exit strategies to ensure agency remains profitable
- Recruit and set up teams to run new project engagements
- Oversaw studio resourcing, capacity and recruitment planning
- Supported the new business function by pitching and managing new clients through the project set-up
- Managed the revenue forecast and advise on future delivery requirements
- Integrated with all areas of the business to ensure operations function smoothly
- Set-up and manage rate cards, pricing models for 3rd parties and out sourced relationships
- Created (hours based) budget management/costing tools to focus the agency on cost and profit
- Glass is a growing agency and the volume of work moving through the studio is exceptional. In 2007 we delivered in excess of 35 projects for more than 20 clients, all of which were either fully content managed, featured video and photographic shoots, had complex flash development, or include all of these components. For more details please go to www.icecoldsun.co.uk

**EXECUTIVE PRODUCER – BBC BROADCAST (RED BEE MEDIA), LONDON
FEBRUARY 2003 – JUNE 2006**

Led a team of 12 Production Managers, Designers and Developers, which was further supplemented by contractors when required. Was responsible for controlling a £500k BBC Marketing and Promotions budget delivering ‘cross platform’ interactive advertising campaigns for BBC channel and programme brands.

ACHIEVEMENTS:

- Set up a commercially focused design and build capability that successfully pitched and won a number of projects including, the COI, Qualifications and Curriculum Authority, Dept. of Health and BT. All profits were channelled back into BBC programme making.
- Set up project processes and documentation based on the PRINCE2 framework
- Successfully managed the profitable £175k interface development phase for BT’s IPTV, VOD service (now BT Vision)

**CONSULTANT PROJECT MANAGER – VODAFONE, NEWBURY AND DÜSSELDORF
NOVEMBER 2001 – JANUARY 2003**

Led the design phase of Vodafone’s Global Intranet build for 80k employees across 28 operating companies.

ACHIEVEMENTS:

- Initiated and managed a User Centred Design approach to building the multilingual, multi-platform (WEB, PDA, WAP) information architecture and design framework
- Managed agency and third party relationships to develop production guidelines specifying how Vodafone operating companies would migrate to the Global Intranet

**PRODUCER/EXPERIENCE DIRECTOR – RAZORFISH, LONDON AND AMSTERDAM
APRIL 1999 – NOV 2001**

Managed project teams across a multiple client base. I was accountable for all activities and contributions from the production teams, and responsible for ensuring the client’s vision and relationship was supported throughout the project lifecycle.

ACHIEVEMENTS:

- Developed a commercial relationship with Vodafone from an initial new business pitch, for the design and build of Vodafone.com, to include three further projects securing revenues in excess of £500k over a nine-month period.
- When the Razorfish office closed in London I moved the Vodafone project team to Amsterdam to build the first phase of Vodafone’s Global Intranet
- Successfully managed and led the production of the three largest parts of FT.com (News, Markets and Portfolio)
- Other clients included: Britannia Building Society, Virgin, BFI, and Channel 4

EDUCATION:

PRINCE2 Foundation and Practitioner (P2R/147304)

MA Electronic Communication – University College London

First Class BA (Hons) Fine Art – Middlesex University